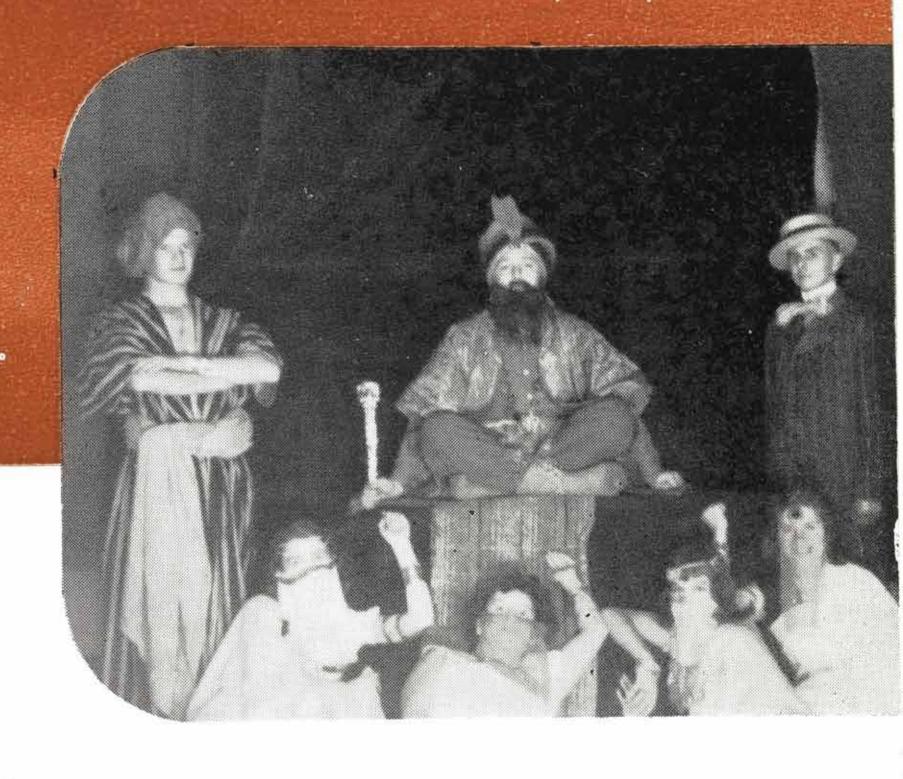
WATERLOO COLLEGE COLLEGE



WATERLOO COLLEGE

Vol. 24, No. 1

October, 1948

Editor-in-Chief - - Grant E. Kaiser

Assistant Editors - Helen A. Taylor

Ward H. Eby

EDITORIAL ASSOCIATES

Literary - - - - - - - - - Abe Thiessen
Ronald Lowe

Sports - - - - - - - John Murray
Douglas Scott

Static - - - - - - - - - Joyce Smith

Photography - - - - - - Bev Hayes
Jack Karn

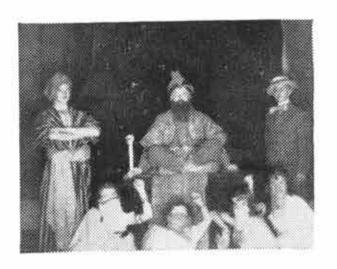
Reporters - - - - - - - Grace Hall
Celestin Weiler
Frances Rothaermal
Bob Wagner

BUSINESS ADMINISTRATION

Business Manager - - - John Boothby
Assistant - - - - - Dwight Engel
Circulation Manager - George Malcolm
Assistant - - - - - Mark Innes
Faculty Advisor - Prof. H. Overgaard

Published by students of Waterloo College, Waterloo Ontario.

"Authorized as second class mail, Post Office Department, Ottawa."



OUR COVER . . .

His Maharajic Majesty from Matador, Keith Niall, poses for a final press picture before renouncing his rubies, pearls, camels and girls, to become President of the S.L.E. Seer Murray saw the future. Envoy Weiler came from the College.

EDITORS' NOTES

Congratulations Keith! We'll expect to hear an announcement soon that student trolley-tickets will be available at new reduced prices — and maybe the drivers could be taught to stop at Bricker St.

And more congratulations — this time to Mr. and Mrs. Russel 'Bromo' Seitzer, on the arrival of a new little headache, Mary Ann "Alka". We understand her har is just as fizzy as her father's.

We're glad to see the "Letters to the Editor" page is filled in the first issue. If the spirit moves you, don't be bashful about writing a reply or another letter. We wouldn't want to have to write one curselves to fill the page.

You'll note that this year we have three columnists — a number unequalled for many years. Could it be that we're gaining student interest?

The Faculty Page ought to be rarticularly well done this time. It took the combined efforts of three professors to write it.

Move over Nick! If the chairs can't be brought to the men's common-room, the men will have to go to the chairs.

Bev. Hayes tells us Dec. 15 will probably be the night of the Junior Prom.

Who will be our Campus Queen? Every student will soon have the opportunity of voting for his dream girl. Almuni, friends and students will all want to see the choice on the cover of the next CORD.

Dear Waterloo:

It's good to be back in your oneway traffic halls. One meets quite a few people there. Just the other day some unsympathetic character stalked past, and without relaxing his pace. curtly ordered that a Static column "with all the lowdown" be handed in to the Cord front office. Looking for a few clues from that 'Mammy' man, Vaudville fugitive J. Bramm, found that he had left to paint little red schoolhouses. Well, Static has to do with electricity, doesn't it? and electricity is something hot that sends shivers up the spine—You take from there. I'm cluelessly confused.

But those Frosh initiations really made your flesh creep, eh? Weird hallucinations backing up and stairways provided quite a shocking spectacle. Bev. Hayes kept the Dorm Freshmen up to scratch with itching powder and Housefather John Bell turned a deaf ear to this gurgling sounds as the boys were initiated to the Order of the Bath. Say, Sophomores, couldn't an arrangement be made to keep our Batboys and Batgirls for the rest of the year? Those little services were very much appreciated and we noticed how much the fellows enjoyed having their own Freshette handmaidens. After timetable, the price of Cokes, and the initiations were settled, we met the Frosh at the first Athy dance of the year, and found them quite easy on the eyes after all. To quote French Canadian authority on shoes and Quebec summers, C. J. Weiler, he stated, simply "all very lovely." extended Congratulations are Keith Niall and all the Sophomore welcoming committee.

"Along the line of Smokey hills, the Crimson Forest stands,—" Yes, it's Autumn and Summer has come

and gone, but not forgotten. A lot of things happened in those hot three months, even to you, Waterloo. We like your new look although we do use the old worn back path more often. Some of the fellows are looking pretty well, too, with a nice rosy glow after an enjoyable summer working with Malt and Hops. Others did quite a bit of travelling. "Ah the North", sighs Shantz. "He was 14, but really quite old for his age!" John Murray picked up a little French in Quebec. She's very pretty. Earl Anderson adhered to the advice "go West, young man, go West", and as a student preacher viewed the great Canadian Prairies. Freshman, Frank Petch went all starboard over the Lake Boats and cruised the Manitoulin region before becoming Waterloo landlubber. Prospective swimmers heard all about the Australian Crawl from mermaid Lorraine Holle, who for some reason or other wanted to stay home this summer.

Oh, yes,—there are still others who travelled—on a Honeymoon! Our old married men of the summer '48 include Ken Peevers, Rocky Ewert, Jack Fraser, and Delton Glebe. We're glad to see Verna back in the office as Mrs. Glebe, keeping a strategic eye on Delton.

A few Waterloo'uns are missing from your corridors, tho'. Those old harmonious spirituals sung at our noon hour revival meetings are but a memory now. With old chorusters Dillon, Daub, Bailey, Bulmer, and Glenis Taylor gone, the notes are pretty sour. That sportsman around Waterloo, Robert Dier, has been seen around town. Former Senior Editor Harry Weaver has joined the faculty of Purple and White. The Cord is also missing those 'Lood Letters' from

Peter Dooley who has gone to the figuring ranks of Accountants as a measley 10,000 a year man. Sophomore skitster and motorcycle master Jack Wettlaufer is being replaced by a younger feminine edition, Jean, who should become a roaring success with her blue motorcycle. The Sophs tender note of farewell is expressed to "Miki" Mckie, B.T.O. medalist. A note of regret might be added to the Freshmen who don't know what they're missing! English lectures remind many sophomales of Elaine Smith-rather Mrs. Fittan now. One of our Romantics is forgetting her lovely face by throwing all his energies into Rugby. The result of said energy throwing has been a wrenched stretcher back.

Waterloo will always be a fond attraction for the Alumni. As Bob "Couldn't Leave" Tarbush said, "there's no getting away from it." Bob stayed on a week to get Luch off to a good start with a 50c 'testimony'! We also noticed Binnie and Fred Janke back at the Alma Mater for a short Rugby try-out.

Now that Miss Axford has us all safely (she hopes) tucked away in our Junior Groups, things are getting back to normal. A new class of Nurses has returned and one Waterloo'un's temperature has been rising steadily since he viewed one little Florence Nightingale. Here and there we've seen 'Hamlet' McTavish, the Procrastinator, mooning over the book situation-John Mattys, Hamilton's basketball star-Fergy, heading for Paris. The latest communique from London has a Betty McDonald wishing to be remembered to all the Earrie Boys.

See you at the Tuck Shop —!

MEL WEBER

SPORTING GOODS

38 Queen St. S.

Kitchener

COLLEGE

Pins Crests Pennants

Equipment for all Sports

Brock, Davis, Dunn & Broughton Chartered Accountants

Kitchener - London - Guelph Toronto - Sarnia



LIFE INSURANCE and

GEO. BECKER
Manager
HOME OFFICE BRANCH

OFFICE OUTFITTERS

Smith-Corona Agents All makes Rented, Serviced, Sold

58 Queen S.

Phone 6-6484

Loose Leaf Books — Stationery Fountain Pens — School Books Kodaks and Films

Jaimet's Book Store

42 King St. W. Phone 2-4409

Anderson Annihilated

Keith Niall defeated Earl Anderson to become first president under the new "pure democratic" system of electing the leader of the students' Legislative Executive at Waterloo College. Gone are the Dark Ages when a mere ten representatives chose the president of the school!

The new system was originated by Dean Schaus and nominations of candidates were held at the weekly assembly Oct. 12. The students were given a week to check the character, experience and platforms of the candidates before casting their secret ballots on Oct. 19th.

The school divided itself into the Earl and Keith faction and each backed their candidate with throughout the school halls. Although posters could not be attached to the freshly decorated walls (Nick was agin' it) there was a profusion of brilliantly painted placards attached to the grill on the gym window, and hanging from the lights in the upper hall. Cleopatra was depicted reclining against the "Niall" and a flashing traffic light urged voters to stop, look, and vote Niall. It was felt that the importance of the occasion permitted evasion of the Hydro Electric restrictions. Earl's cause was echoed in a surrealist painting titled "Whirl with Earl". Proof of the Posters were in the snitching, and collectors who value such prizes for their rooms, removed them before the artists could claim their own work.

The week's campaigning culminated at the Tuesday assembly when the two opposing leaders presented their platforms before the public. Earl's campaign manager, Tom Roe, spoke on behalf of his candidate, and introduced Jim Simmons who played Tschaikowsky's Concerto No. 1 at the

piano. Alice Bald drew applause for herself and votes for Earl with a clever ditty "I've been working in the Schule."

Keith Niall's campaign had Eastern flavour. The ambassador to Nile-a-dor, Celestin Weiler, despatched to the East by Bev Hayes to ask Keith if he would accept the presidency of the S.L.E. The scene then switched to the East and Maharajah Niall was found reclining in splendour, surrounded by dancing harem girls, and being entertained by court prophet John Murray. When approached by Ambassador Weiler, the Maharajah said that he would give his "rubies and pearls, camels and girls in exchange for the presidency of the Waterloo College S.L.E." Also supporting Keith in his ballot baiting was a quintet of four pretty freshettes and one powerful freshman who sang "Who Steals Your Heart Away?"

For the first hour or two of balloting the voting was very close, and it appeared that the students were having difficulty deciding between Earl's offer of eight street car tickets for a quarter and Keith's promise of a Bricker St. stop for the trolley buses. However, Keith finally pulled ahead to win the presidency of the S.L.E.

BE MEASURED

by

WASHBURN

It costs no more

16 Ontario St. S. Kitchener

PERSONAL CHRISTMAS CARDS

Acme Printers

PHONE 5-5483

FOR YOU: THE FUTURE

Your future advancement, both cultural and material, will depend on many factors, none more important than your use of the years immediately following your graduation from Waterloo College.

Never before has university training been deemed so imperative for young people who sincerely wish to make the most of their capabilities.

If YOU are interested, the University of Western Ontario is ready to tell you of its wide-ranging educational facilities, to show you how Western can meet your needs. By writing to the Registrar now you may obtain an interesting illustrated folder which outlines Admission Requirements, Courses, and Fees.

THE UNIVERSITY OF WESTERN ONTARIO

LONDON, ONTARIO

INITIATION



The Frosh of Waterloo — The men and women who will graduate from Waterloo to provide leadership in the world of tomorrow.—One-way ticket to Lower Slobbovia, please!

Yea Waterloo

I shall always contend that it was mean of the Sophs to make us wear hats. Lovely though the tall conical creations of purple and gold were, they had one feature which outweighed all their benefits-I speak of the small sign with which they were topped, which read, "I am a frosh", even labelling the unfortunate freshman "girl" or "boy" in case some passerby was confused by strange, but artistic garb. Now, I maintain that Sophs are the most loveable of college students, but to have spoiled so much fun for so many citizens of Kitchener and Waterloo is surely unforgiveable. Imagine the horrible let-down of a pedestrian, who in an ecstasy of spine-tingling terror hugged the opposite side of the side

walk as he watched the strange apparition stalking towards him, when he discovers that there is as logical - or illogical - a reason for this strange illusion as a Waterloo College initiation. Imagine the sudden shock to a citizen who discovers the true reason for the "thing's" strange behaviour, as it stalks down King St., one foot in the gutter, bowing deeply to all Sophs and Seniors along the way. Can you picture the let-down which brings to a sudden end his mental argument as to whether it is his duty as a citizen to report this strange sight to the nearest mental institute, or his duty as a humanitarian to let the poor creature elude its keepers and wander a little longer in mad delight. Just think, he will never know!

Basic unit of a freshette's attire was her father's pajamas, coat worn backwards. Though many of the costumes were rather large and made us feel as if we were just rising all day long, thus symbolizing our awakening to higher education, they were at least comfortable, and made excellent lounging attire. The "new look" slip was fine too, as most of us had to suit the new style anyway. We were also pleased to wear our "old look" skirts. On a college student's budget, we are always glad to get an extra week of wear out of garments now assigned to the back of our closets. The mitts not only kept our hands warm, but made it impossible to hold a pen to do homework. All fire-bugs were quite in their glory, lighting candles and cigarettes, and we humbly hope that the light of knowledge will shine in us, as we see it glowing from the ears of our revered Sophs, and shining in those lighted candles. One high shoe and one low we gladly accepted as badge of our unstability in this world of education. A heavy bobby sock in a tight pump kept us constantly aware of this fact. Going up and down stairs backwards at first kept the frosh from getting to lectures too fast, so that the Sophs might take all the back seats, that is until we learned to go up and down backwards so well that it was hard to get turned around frontwards again. Shouting, "Yea Waterloo" at all corners gave us a chance to display our patriotic love, for this, our new Alma Mater, and carrying books for those great big handsome Sophs, writing their time-tables, and their doing homework became for us the highest form of pleasure.

Initiation accomplished something though. We all got acquainted in

double quick time. Over night mere how-do-you-do acquaintances developed into comrades-in-arms. We all knew that "United we stand," divided, people think we are lunatics.

All was forgiven at the Soph Soiree, Sophs and Frosh are friends indivisable, for everyone enjoyed the party and the friendly feeling that prevailed. So here's to Sophs, Frosh, and Initiation—one, and indivisable. Yea Waterloo!





THE FACULTY SPEAKS

Stop Me If You've Heard This!

(All of you know what we are going to say. You have heard it before. We have said it before! Yes, this will be the usual trite "Advice to Students", "You are men and women now" "Use your time to the best advantage" "Pull up your socks, get down to work!" These are the usual bromides. How often have we yawned at them, how often have we turned to our neighbour and muttered, "Here comes that corny routine again!" Yes, this is the typical undergraduate reaction, but is it the right one?)

Let us set the scene

Midnight! Another day of college life is over—another day of lectures, labs and leisurely loafing. Now is the time for mental stocktaking. Has anything been acomplished? have I bettered myself in any way? What have I done for my college, my community, my country? These are the questions we should ask ourselves... how would you answer them?

Sure, this is "corny" we have already admitted that, but! how WOULD you answer them?

What is your purpose in coming to college? You are spending hundreds of dollars and devoting several of the most precious years of your life to education, what do you expect to achieve thereby?

You cannot answer these important questions without knowing yourself, therefore, "Know Thyself"! Are you worth knowing? If not, why not?

Are you here for an education? If so, what do you mean by an education? Do you mean factual knowledge . . . poise and personality . . . money in the bank? Yes, education is a means to all of these, and more, much more. From the welter of information to which you are exposed, one guiding concept should emerge—a personal philosophy of life, a key to success-

ful living.

Now how is this philosophy evolved? Obvously it is the result of the clash between your environment and your personality, and by personality we mean your distinctive personal characteristics. Seize the opportunity presented by college life to develon that personality, express your ideas in associate with the people around you, get to know them, let them know you, but be sure you are worth knowing. Enter into discussions with your classmates and your instructors, but be sure that you have something worth while to contribute, stoop not to trivialities or idle banter.

Out of all this, this clash between your environment and your personality should emerge a picture of yourself as an individual in relation to the whole of society, and one of the means of achieving this end is academic study. And what does study do? It provides both basic knowledge and training for the mind to aid you not only in making a living, but also in fitting yourself for a valuable place in society.

The questions posted above are offered for your guidance in your personal stocktaking, and the answers you find for them will determine largely your position in life. The onus is on you, no one can be educated unwillingly!

Prof. C. M. Carmichael Prof. J. M. Clark Prof. H. O. Overgaard

W. H. E. Schmalz

129 King Street West KITCHENER Dial 2-4134

MEMBER

O.A.A. R.A.J.C.

LITERARY

Those Ideas Of Yours

Living in this present era of uncertainity and rapid change, the need for a large and well-assorted stock of sound ideas is greater than ever before. At all costs, we cannot afford to forget the power of ideas. By the word "idea" I mean the product of reflection or mental concentration, or in other words, a formulated thought or opinion. Through the ages ideas have been man's tools for all his endeavors. Similarly, ideas must remain the hammer and chisel of the modern man if he is to fashion a lasting edifice in his entellectual world out of the manifold raw materials which recent investigations and discoveries are steadily placing on his workbench.

The forming of this large and wellassorted stock of sound ideas should be of special concern to every student of university level. Great care must be taken, however, in the handling of ideas. Merely desiring them is not mastering them. Professor P. W. Terry of the University of Alabama once said, "Ideas are the trickiest, liveliest and most baffling of creatures, as skittish as fillies, as balky as mules." Fortunately for us, we have at our disposal the results of the scientific study of human behavior which can show us a good deal about man's thinking and why it is often so badly done. Therefore, it is possible for us to exercise a more effective control over our ideas than our ancestors were able to, and, keeping in mind certain cautions to keep them in check, our stock of ideas can be made, at least relatively sound.

Compliments of . . .

The White Rose Inn

188 King St. N. Waterloo Snack Par and Service Station

One caution to be observed is to be wary of ideas that have handed down from our savage past, notably the idea of superstition. Perhaps we do not trace the source of our misfortunes to the workings of unfriendly witches and goblins, but is it not often true that we tend, for instance, to blame our troubles on the policies of our government, not realizing that we, ourselves are the government? Or do we not often shudder at the mention of new, revolting "isms" when we should remember that their only chance survival is destroyed the moment we refuse to make a chaos out of our own ideas?

A second force to guard against while forming our sound ideas is the powerful influence of materialistic thought, and idealistic thought taken to the extreme. We are often faced with the danger of being more concerned with the thing than with the purpose for which it was created.

Fashions



48 King St. W.

Kitchener

Equally dangerous, on the other hand, hand, is that type of shallow idealism which merely creates famtasies too sublime to be workable. What we need for a healthy intellect is a proper balance between the practical and the idealistic, to get a sort of practical idealism, as it were. Our ideas must help us to live as well as to make a living.

In addition to being cautious of disrupting forces, which can wreck havoc with our world of ideas, we need a foundation upon which build. First of all, we must realize and practise the virtue of tolerance. We need tolerance today because there is no longer such a thing as isolation. We live continually in the presence of other human beings. It is of prime importance, therefore, that we, as students or teachers or administrators or business men, avoid intolerance among each other, particularly with respect to personal opinions, or ideas. Only then will we be in a position to extend the practice of tolerance to international affairs. Indeed, we must either learn to live in patience or continue to kill each other in fear and hate.

Another virtue, and the only other I will mention, which strengthens the foundation upon which sound ideas can be built, is that of courage. With alien doctrines, fear, distrust and hatred all about us, it would seem that our civilization is at the brink of annigilation. But the very fact that man has overcome other periods of darkness, coupled with a sincere

Compliments of . . .

Waterloo's

5c - \$1 Store

trust in God, is enough to fill us with new courage. Furthermore, thanks to scientific study, we have now, much more than our predecessors had, the power of moulding our own future. Our work is to search for the noblest and wisest ideas, then to express them with courage while listening respectfully to the views of others.

Fellow students, you are known by the ideas you hold and express. You will be remembered by the viewpoints you were not afraid to utter. The free interchange of opinions is the most fertile soil from which you can harvest a crop of sound ideas.

This is your column. Your opportunity has come. Grasp it!

THOUGHTS ON THE HEREAFTER or A VACUUM CLEANER LOOKS UNDER THE RUG

This is an age
When the wisest sage
Studies "Man—From Dust to Dust";
Whate'er our creditors
Fail to claim,
A vacuum cleaner must.

So, here's to hell
And Death's dull knell,
Since neither seems to be;
You'll end up in a "Hoover", lads,
(Run electronically).

Don't waste your life in worry;
Latch on to those extra bucks.
Then, when you think on Death,
you'll say
"Make mine Electro-Lux!!"

'An end to all this drivel' you cry?
Say what I have to say?—
Just this—
We'll only come to dust
If our thoughts have feet of clay.

D.P.

DISC-CUSSION

Now that the summer is over and you are back again to the old grind of studies, you might be interested in what has been taking place in the music business during the summer.

Well first of all, the Petrillo recording ban, which started last January 1st, is still on, and many of the companies are now beginning to feel the effects of it since their backlog of records has drastically been reduced. Worst hit of course, are the many small independent companies who were not prepared for such a happening. The larger companies, like Victor, Columbia, Decca and Capitol have all a great number of artists who recorded very heavily the last few weeks before the ban. But even these recordings coming less plentiful.

As a result of the ban on American Federation of Musicians a new, imported label has been introduced to Canada and the U.S.A. This is the English "London" label which features current popular song and light classics recorded entirely by English musicians. Since Petrillo has no say regarding what English musicians do, this is one way of beating the ban.

As most of you know, Capitol Records, until a year ago were quite difficult to obtain in Canada, and even now are still hard to get in certain sections of the country. This is because Capitol are only made in the U.S.A. and they have not set up any distributors in Canada to sell their records to us. The only records sold in Canada have to be bootlegged across the border. But soon things are going to be different. Capitol has signed a contract with Marconi Radio of Montreal to press and sell their merchandise in Canada. It is expected they will be on the market shortly after the New Year.

Possibly some of you have been wondering why Eddy Howard records are hard to get. Well the same reason applies to Howard as it does to all Capitol records. Eddy recorded for Majestic Records until about three months ago when that firm went bankrupt. At the present time Decca is dickering with the company to buy its masters and if this does happen, you will be able to buy all the Eddy Howard recordings on Decca at a reasonable price.

The companies may be digging deep into their vaults for new releases but what they are coming up with is not the worst material by any means. For instance Columbia has recently released a new Andre Kostelanetz album which contains some of the nicest recordings this artist has cut. The album is called "South American Rhythms" and contain such favourites as "Siboney"; "C'elito Lindo"; "Adios" and "Camanito".

M.G.M. records of Hollywood has released an album by David Rose and his orchestra which appeals very much to his many fans. "Holiday for Strings" is the name of this show piece and has eight very good selections in it including "Laura" and "Manhattan Serenade."

Mercury records have introduced a classical library to their roster and so far have released three or four very nice albums. Possibly the most popular of these is one featuring that highly rated European soprano, Erna Sack. All the Mercury classics are European recordings which were purchased by this company. Not only are the recordings well done but the containers or albums are superbly bound.

So you can see from this that the recording ban has not stopped the flow of records and I doubt very much if it will.

Jack Fraser

ALUMNI NOTES

Our Alma Mater is keenly interested in the progress of the graduates who have left these ivy-covered walls in order to seek fame and fortune in the world of opportunity and challenge which faces them. number of sons and daughters Waterloo College is rapidly increasing and her name is mentioned with pride in the far-flung corners of Can-

ada and the United States.

The fascinating thing about being a student and graduate of Waterloo is that one is never stricken from the rolls. Thus we might say, "once a Waterloon—always a Waterloon." Many of the graduates who are interested in the future progress of the school have expressed their appreciation for their education by contributing to the Alumni Endowment Fund. Over a period of ten years two thousand dollars have been supplied The Alumni As-Alumni members. sociation is also planning a campaign to provide funds to equip an Alumni office in the new building. This office will serve the graduates and help to maintain contact between them.

In this issue we wish to include in-

formation about the class which contained among its members a number of pretheologs. Giller, Robert Langen and Lorch have entered the Seminary and will be in our midst for another three years. George Hopton, Granville Taylor-Munro and Max Putnam studying Theology at Knox College in Toronto. The Ontario College of Education received a sizeable group of Waterloons this fall, including Rhoda Daber, Peter Schmidt, Larbara Eckersly, and Eugene Sulisz.

Ralph Huras, who intends to enter Osgoode Hall next year, decided to teach at a high school for a year. He is working at Macdiarmid, a village located one hundred miles north of Port Arthur and about three hundred miles south of James Pay. He claims he has not encountered any wild beasts as vet, but the howling of the wolves bothers him at night.

The success of this column depends upon the amount of informatiorn which is forwarded to the editor concerning alumni and their whereabouts. Therefore, please submit mater al which will be of interest to our students. Earl Haase

FOR THE FINEST IN RECORDED MUSIC



See Jack Fraser at the

RECORD BAR BULLAS

15 Charles St.

Kitchener, Ont.

SPORTS



These Pepsodent smiles faced the cheering section last year. Where are the 1948-49 cheer-leaders.

Sport Shop

Tired of waiting for inspiration to hit me on the head, I began thinking (occasionally I do,) about "School Spirit", that intangible quality that Waterloo is trying to do without this year. What is it, the new look in colleges? But perhaps I should not be so hasty to condemn, for it may be just a passing apparition.

However, I have my convictions on observations and the correlation of these observations with my definition of School Spirit, which is a feeling of love, honour, respect, and pride, bred within a student, towards his school. To have School Spirit a student must be loyal to his school and proud of it. He must be willing to fight, strive, or sacrifice to help make and keep his school a reputable and honourable place.

For example, our rugby team has, at present, played two rugby games, and have had no more than two student spectators. That is not a very good average. There is also a lack of enthusiasm developing in the players themselves. Some players do not even try hard enough to rightfully make waterboys. And those players feel smug and secure because there are not enough players turning out for practice to allow the coach to have a free hand in picking an thus astic and driving team. To my mind there are a lot of athletes who should try out, but don't. Since most

LEONARD KLOPP

Staple and Fancy DRY GOODS

Dial 8-8546 2 King St. S. WATERLOO

students do not know what players are on the team at any rate these could-be athletes do not feel ashamed.

Perhaps in the future, rugby should be compulsory for all male students for at least the first two weeks of school, to enable the coach to build a strong, enthusiastic team. This plan would tend to build up more support from those unable to participate. But unless the condition of the equipment is improved, this would be impossible. The amount of casualties this year is ample proof of the quality and quantity of the equipment. Does Waterloo College want a Rugby Team?

The football season at Waterloo is well under way. Any night after four you can see Alex Chess putting the team through its paces out on the back campus. Coach Chess has taken over from Ed. Devitt, and is doing a fine job.

At the first few practices material proved to be in short supply, but with a little coaxing the boys have answered the call to colours, and the squad now boasts some twenty-five players.

Rapid (in more ways than one)
Robert Ferguson does the signal calling in the backfield, and has such stalwarts as Jack Brock, Stan Luciew and Austin Stoneham from last year's squad, and new-comers to College football, Keith Fansett, Bev. Hayes, Ross Hudson, Eric Lavelle, Jack

Mattys, and Moris "Silent" Mortimer to call on to carry the ball.

At snap and playing centre secondary on the defence are Harold Gram and John Galagar.

Making the holes for our charging backfielders are such notable linesmen as Dick MacTavish and Keith Niall, both of whom played last year, aided by football freshmen Mark Innes, Bill Marritt, Tom Roe, Reg. Schedler, Ross Smith, Jim Huras, Bob Hammer and Bob Howald.

Catching passes and doing some excellent downfield tackling are outside wings, John Murray, Calvin Blair, Dick Meunier, Boris Plys, and Bob Ritter.

Russell "Bromo" Seltzer, and Jim Gram are looking after the interests of the team as Team and Business Managers respectively. All that is needed now is to have the students get out and lend some vocal support to cheer the team on to a victorious season.

GEO. Hoelscher

Made Clothes Are Good Clothes
come to
65 King St. E., Kitchener
(Upstairs) Phone 5-5115

"CORD-IALLY"

YOURS

DOON TWINES LIMITED

KITCHENER, ONT.

On October the fourteenth, a sunny-for-a-change day, Waterloo appeared in full strength, for the first time during the season and played a well fought game throughout. They were well supported by the school, although I do not recall hearing any school yells. The Frosh class, evidently has still not produced any cheerleaders and there really is plenty of talent. Just ask MacTavish.

The game was a success in many ways. It was the first time we fielded a full team, first time we had supporters, first time we won, and the first time we completed a game without heavy casualties. MacTavish, however suffered a knee injury early in the game but continued to play his usual hard-fought game throughout. We hope he will be back in for the next game.

A serious handicap was dealt to our team when thy were caught with an extra man on the field. As a result, we played with only eleven men for ten minutes and even then kept the ball deep in 'Aggie' territory.

Our passing attack carried by Mattys, Derstine, Ritter and Meunier gave us a scoring opportunity which was repulsed when the 'Aggies' dug in at their goal line. Prock's kicking chalked up the only score of the game. A kick by Brock was called for the last play of the game. The terrified audience and coach watched Jack receive the ball and stand there waiting for Niall and MacTavish to let the Aggies at him.

The team thinks they could have done much better, and will do much better for us next time.

Compliments of . . .

Wentworth Radio

And Auto Supplies, Ltd.

103 King St. W. Kitchener

Waterloo At McMaster, October 2

The unconditioned and inexperienced little squad dauntlessly took on the huge McMaster machine, and stood up well, until conditioning defeated them by a score of hard-hitting Mac team caused many Murray received a discasualities. Brock strained his elbow, located back and received water on the knee, besides. Morris Mortimer, who played a driving game, received a fractured jaw after which the game was called.

Waterloo At St. Catharines, Oct. 11

A slippery day defeated our passing attack and caused many fumbles, and the early injury of Captain Harold Gram weakened our line considerably. In the third quarter Jack Mattys opened his passing plays and in two consecutive passes scored a touchdown. The first long pass was pulled out of the air within a nest of St. Kitts' sturdy backs by Dick Meunier. Bob Ritter received next pass and went over standing up. But this rally wasn't quite enough to stop the powerful St. Kitts' team who scored 11 points ending the game 11-5.

Compliments of . . .

The Wm. Hogg Ccal Co. Ltd.

ESTABLISHED OVER 40 YEARS

KITCHENER - WATERLOO

THE CORD ON THE POWL

The "New Look" of Waterloo College will become a reality within the next few years. High hopes are held that building will commence in 1950.

A great impetus to the wonderful work of our school was given by the United Luthern Council in its conference on Oct. 7. It was decided then to raise six million dollars in 1950-51 for its twenty-one Colleges and Seminaries. Waterloo College will receive \$200 000 towards the cost of the new buildings.

While the Twin Cities have to date put forth no organized campaign to raise additional funds, it is expected that interested citizens in Kitchener and Waterloo will contribute generously to the erection of the college on the new site.

The future Waterloo College will be situated on the Guelph highway and will be surrounded by forty acres of landscaped grounds. If present plans prevail, the buildings will include a teaching building for College and Seminary, a Library and Chapel, and residences for men and women.

Editor's note: What, no Card Room?

Our President has said that we, the students can help Waterloo two ways. We can attract new students so that an expansion program will be really worth while, and we can increase the popularity of our school by our good example as students of Waterloo.

The new building will be planned to accommodate two hundred and fifty students and it is hoped that future enrollment will exceed that.

The emphasis will be on Arts and Business subjects. We hope eventually that a degree in Business will be earned entirely at Waterloo, but our first aim will be to have a good Arts School. Many of our present staff will soon complete their requirements for Ph.D. degrees which will in itself heighten the quality of the school.

Our President, Doctor Lehmann says in summing up the advance of Waterloo—I believe that the student body and the staff have not only increased in numbers, but in quality and eagerness which bespeaks a bright future for Waterloo College.

While we may feel justly proud of the plans for the New College, it is nice to reflect that the present building and grounds have also been inproved.

No longer will bulldozers be standard equipment for dragging cars from the mud which surrounded last year's parking lot. A new large parking area has been constructed which will make for easier parking and fewer stripped gears in the spring of the year.

The classrooms have all been cleaned and painted. Still we must feel a tinge of regret for the loss of the many works of art which Nick has removed from the writing arms of our chairs.

The girls' common room remains its clean, tidy, homey self and we are sure freshettes appreciate the comfort of a soft easy chair after a hard morning or afternoon class. But once more the men's common room has Four hard-backed been neglected. chairs are the only seating accomodation for almost one hundred male students. There are also two crude wooden tables, nailed to the floor, upon which we eat our lunch while standing. But we must be grateful, for at least the mice no longer share our dinners. It is hoped that a men's common room on the same style as the women's will soon be provided for our boys.

SEMINARY NOTES

There are ten students in the Seminary this year—an increase of three over last year's total. Rev. Alfred Schenk is serving the Midville Parish in Nova Scotia, and Rev. Eric Reble accepted a call to the Normanby Parish in Ontario. Rev. Schenk will return to Kitchener next month to claim his bride, but Rev. Reble has apparently resolved to remain a bachelor for the time being.

The matrimonial bug seems to enjoy biting the Seminary students and claimed another victim in May, when Miss Ethel Schmidt of St. Jacobs became the bride of Herb Gastmeier—that strong "silent" man from Bridgeport. Wedding bells rang again at Neustadt in August when Delton Glebe exchanged vows with Miss Verna Binkle. To both of these couples we extend our sincere wishes for a happy and blessed wedded life.

There are five Juniors this year, namely, Robert Langen, Bill Giller and Albert Lorch, and also two newcomers. Mr. Ohrt is a graduate of Mc-Master University, is an Air Force Veteran and he is also married. Mr. Symons is a student from Toronto.

The Middlers were very busy during the past summer doing supply work in various parts of the country. Delton Glebe served the Wiarton and Owen Sound Parishes which had been without a pastor for some time. Herb Gastmeier headed for the great North Country, and served at Rankin and Bonnechere in the Ottawa Valley. Robert Rock had many interesting

experiences while assisting at Petawawa, Alice Township and Chalk River. He also did work among D.P's in the area.

Wilfred Myra returned to his native Nova Scotia, and laboured at the Northfield Parish. Kingston, Belleville and Peterborough are new fields in which the Church expects to erect Churches in the future. Robert Langen served there during the summer and laid the preliminary groundwork for the development of these projects.

The many and varied experiences gained by the students during the past year have helped to broaden their outlook on the task to be done, and have solidified their conviction and faith in the power of the Church of Christ.

Earl Haase.

WESTSIDE DAIRY

HIGH TEST DAIRY PRODUCTS

385 Park St.

Dial 2-2552

Bedford Drug Store

First Aid Supplies
Cosmetic Headquarters
PRESCRIPTIONS
Opp Post Office Dial 2-2672
WATERLOO

NEW PROFESSORS

Waterloo College is proud to announce the arrival this year of four new full-time and four part-time professors. Two of these are former students of our beloved institution who apparently couldn't bear to leave it behind forever and so have returned to meet a new group of Waterloons.

Miss Flora Roy, from Corning, Saskatchewan, succeeds Dr. W. Tamblyn as head of the Department of English. A graduate of the University of Saskatchewan, she received M.A. in 1939. Her teaching experience includes the position of Instructress in English at the University of Sask., and at the Qu'Appele Dioscene School. Miss Roy also acted as a lecturer in English at the Ontario College of Pharmacy and Victoria College, University of Toronto, while working toward her doctor's degree at the U. of T. School of Graduate Studies. She has completed all courses leading to this degree, and at present is working on her thesis.

Department is Professor James Mc-Nab Clark, a native of Winnipeg. He graduated with his Bachelor's degree in Honour English in 1942 from the University of Manitoba, from which he also received his Master's degree the following year. For the past two years, Professor Clark has attended the School of Graduate Studies, University of Toronto, working in the English Department. At the present time, he is working toward his Ph. D. degree and already has completed all the residence requirements. Professor Clark has specialized in the study of the novel and the drama, while, for extra-curricular interest, he finds relaxation in tennis, football and skiing.

oscene School. Miss Roy also acted
a lecturer in English at the Onrio College of Pharmacy and at
ctoria College, University of Torto, while working toward her docr's degree at the U. of T. School of
raduate Studies. She has completed
courses leading to this degree, and
present is working on her thesis.

Assisting Miss Roy in the English

One of our own graduates has reappeared in the person of Miss Elsie
Aksim, the new head of the Department of Romance Languages, and
the daughter of a former lecturer
here. Born in Estonia, Miss Aksim
came to Canada at an early age and
received her elementary and secondry education in this district. After
two years at Victoria College, she

"OUR COAL MAKES WARM FRIENDS"

KITCHENER COAL COMPANY

DIAL 6-6372

The Rexall Store

Dial 2-2893 Waterloo, Ont.

A. G. HAEHNEL

transferred to Waterloo and received her B.A. degree in 1940. While here, she majored in French and Latin. These two were her major subjects in Thessalon High School, Whitby High School, and Barrie Collegiate Institute. For the last two years, Miss Aksim has been majoring in French Language and Literature at the School of Graduate Studies, University of Toronto. In 1947, she received her Master's degree, and since that time has been working on her Ph. D.

Something of a record has been set by our new associate professor of German, Clive H. Cardinal, M.A., in that he has attended, as either a professor or a student, no less than five universities. A native of Germany, Professor Cardinal received his elementary and secondary education partly there and partly in England. After coming to Canada, he attended (between 1929 and 1946) MacDonald College, School of Agriculture, McGill, the University of Manitoba, Faculty of Medicine, and the School of Graduate Studies. Toronto University. He received his M.A. from McGill in 1941.

Professor Cardinal's teaching

positions have been as varied as his places of study. His work has included teaching at the Bornhoff School of Music, Winnipeg, acting as principle of Whitemouth School, Whitemouth, Manitoba, and lecturing in German during the years 1944-48 at Victoria College, McMaster, and Queen's.

In addition to teaching, Professor Cardinal has written a number of articles for the periodical Canadians All and has completed for publication his book The History of Mennonite and German-Speaking Ethnic Groups, Vol. 1, Eastern Canada.

Professor Cardinal's wife is a native of Winnipeg.

We are very fortunate, also, in our four new part-time instructors. Dr. H. W. Wright, formerly head of the Department of Psychology, University of Manitoba, is lecturer in psychology, while sociology is under the direction of Mr. Arnold Boggs, B.A. of the K.-W. Collegiate staff, and Philosophy is taught by Rev. A. R. Cragg from First United Church, Waterloo. Mr. Louis Hinchberger. (fondly remembered by the Waterloons as "the Cadaver") is lecturing in Business.

WEBER HARDWARE

Wholesale -- Retail

KITCHENER, ONT.

ERNST'S

"Where the Good Clothes Come From"

Gents' Furnishings, Boots and Shoes

46 King St. E.

Kitchener

Compliments of . . .

Ed. Heller & Co. Jeweller

54 King St. E.

FOR WOMEN ONLY

In former years, it was the custom of the Cord to have a Women's Section entitled "The Co-ed's Corner". This custom had been discontinued until this year when the "Powers That Be" decided that we women again rated our own column.

When the idea of a Women's Section was first suggested to me, I felt somewhat dubious about the whole thing. Any Women's Page I have ever seen dealt with three chief topics:

I-How to cook.

II-The latest trends in fashion.

III-Advice to the love-lorn.

Since my "cooking" consists of boiling potatoes, frying bacon and opening cans, I scarcely feel competent to instruct on the way to a man's heart via his stomach. (There must be an easier way.)

As for fashions, so much has been said about the "New Look" that while it is intriguing, it is no longer very new. So until we all start to "bob" our hair, wear hoop-skirts or go back to the "Old" look, you will hear no fashion comments from me.

Now we come to the third topic "Advice to the Lovelorn". I will be unable to make like Dorothy Dix until I complete my course in Abnormal Psychology.

Having concluded that I was incapable of writing the sort of Woman's Page to which I was accus-

MacIntosh Cleaners

"The Sanitone Cleaners"

130 Victoria St. S. Kitchener Phone 2-4461 tomed, I began a frantic search that led me to the library. There, on a neglected top shelf, I found some back issues of the Cord. Glancing over them at home, I found them fascinating and was scarcely able to pry myself from such gems as:

"There once was a lovely young bride Who ate some green apples and died The apples fermented

Inside the lamented

And made cider inside her inside".

But enough of this. I must stick to my purpose-reporting the Fides Dianae banquet.

The annual Fides Dianae banquet in honour of the Freshettes was held at the Grand River Tea Room (better known as "Tony's") on Thursday, October 21. Rumour has it that the customary candles and flowers graced the head table. Your reporter was exiled to a table in the far corner and the only decorations she saw at the head table were Mrs. Lehman, Miss Axford and Lorraine Baechler (need I say more?)

As usual, the hungry horde had to endure a few speeches before dining. It must be said in the speakers' favour that they restrained themselves nobly—each confining her oration to less than five minutes. Lorraine Eaechler, president of the Fides Dianae, proposed a toast to the King. Helen Taylor then welcomed the

WHITE STAR BARBER SHOP

E. MARTZ, Prop.

Courteours Service — Sanitary Metho<u>d</u>s

Opp. Post Office, Waterloo

Freshettes and proposed a toast in their honour. Frances Rothaermel responded for the Freshettes. Marion Janke offered grace and we then settled down to the real business of the evening—eating. Oh! that chicken! And for once certain members of group got enough to eat. Or did you, Kay?

From all reports some of the girls had too much to eat. Cheer up girls, it probably won't last forever and it is good practice for the field and track meet. Later in the evening, Alice Bald introduced the faculty wives to the assembly group. Miss Axford made a brief announcement about the field and track meet to be held at Western next week. The 1948 banquet will live long in our memories. Oh that chicken! Eh girls!

(P.S. Be seeing you in the next CORD. Meanwhile, I'd be interested in hearing your comments.)



Waterloo Coal Co. Ltd.

Agents:
Fairbanks-Morse

Fairbanks-Morse Stokers & Oil Burners Dial 2-4419 — 86 Erb St. W.

AT GRADUATION TIME



An exchange of photographs with classmates creates bonds of friendship you will treasure through the years.



CHARLES BELAIR PHOTOGRAPHER

Dunker Building

Kitchener Ont.

YOUR OPINION

"Fond memory brings the light of other days around me."

"Not an opinion column gone literary!" "I thought an opinion column was merely the presentation of a fact or problem to an average group and from this group to deduce the sentiment of the nation concerning this fact." Such thoughts as these may be chasing themselves from side to side, through and around the highly developed depressions and convulsions of your mystery of grey matter called the brain.

Lend an ear, guys and gals before your brow becomes furrowed with worry and the maestro will unfold the reason for the quote. Whenever one fights one's way into the near nether-world atmosphere of haze and smoke of the boy's common room one finds in grogress at least one rousing game of cards.

Voici, then, the reason for the quote. Card games of all types, bridge in particular have always ranked high in the curriculum of many students at good old Waterloo. Therefore we ask,

"Is the quality of card playing ris-

ing or degenerating?"
I quote (indirectly):

Proud Papa ("Bromo" to his friends) Seltzer: "Well I don't know. There sure are lots of boobers around this year, besides I haven't seen anyone this year who can play the ace of Clubs three times in one hand the way Carl Totzke used to. Albert (three no trump) Augustine, "Prospects are pretty poor this year but a couple like Reginald might have possibilities." Dwight Engel — "I don't know much about bridge but some of the seniors sure are "violent" crib players."

Ed. Note—We hope the the dexterity of your right hand wasn't impaired by the rap across the knuckles.

There it is men. The awful truth as intimated by persons who speak with authority.

Note — Cord is not responsible for inaccuracies of interpretation. An el Maestro picks up his information via the grapevine rather than by direct means. Although the words may be inaccurate the sentiment is that which was originally imparted.

FOR GRADS AND FRIENDS

This is the first of the six issues of the College CORD which will be published this year. All graduates and friends will want to receive the other five copies in order to keep posted on college and seminary happenings and to see their names in the Alumni column. The new magazine form is still being offered at the old price of \$1.00. Send in the coupon TODAY to be sure of getting your November CORD.

Will You Be A Subscriber To THE COLLEGE CORD? 6 Copies for 1 DOLLAR

SEND THIS COUPON and \$1.00 to

GEORGE MALCOLM

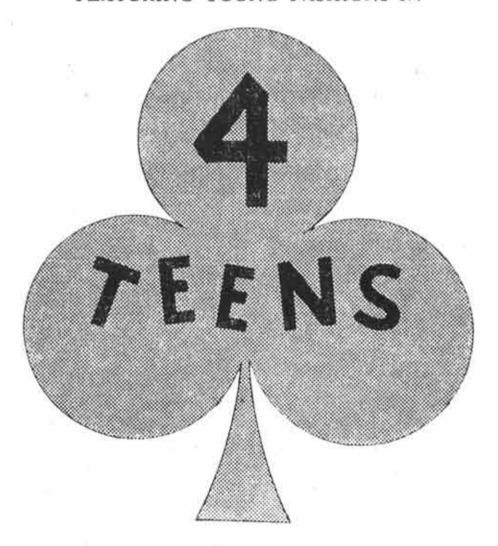
WATERLOO COLLEGE Waterloo, Ontario

| Name | |
|---------|--|
| Address | |

THE HOME OF "HAPPINESS" DIAMONDS



FEATURING YOUNG FASHIONS IN



7een-7ime 7ogs

CLUB 4 TEENS ON THE QUEEN STREET MAIN FLOOR

AT GOUDIES DEPARTMENT STORE

SMART SPOT FOR MEETING YOUR FRIENDS AND HAVING A CHAT OVER COKES

LETTERS TO THE EDITOR

My dear Editors:

I write to protest against the way in which the Athenaeum elections were conducted this year. They were hammed up in more ways than one. First of all, according to the constitution of the society, the retiring executive should appoint a nominating committee made up of students from all classes except the Freshmen Class. This year the presidents of each class acted as the nominating committee and nominated the executive of the society from members of their own year—without a meeting!

Secondly, the way in which the elections were held at the Tuesday assembly was a disgrace to the democratic standards for which Waterloo College stands! If there was a lack of enthusiasm during the election (which there certainly was) could it be due to the lack of enthusiasm exhibited by the chairman?

In the third place, in former years freshmen were prohibited from casting their vote for the first semester elections. Has the constitution been changed, or is this a liberty taken by the officers in charge of the election?

The fourth complaint is this. It is unconstitutional and impractical that a freshman should occupy a responsible position on the executive. It seems unlikely first year students would be an asset to an executive planing the social activites for the entire school. They are entirely ignorant of the duties and functions of the athenaeum.

Finally, we completely disapprove of the new plan whereby the executive acts for two semesters instead of one. Any person who has served on an Athenaeum executive realizes the mendous responsibility of this office. This strengthens the convictions of many Waterloo students that in the various societies of the school too few people, hold too many positions for too long a time.

But we do not wish to be one of those who complain without pointing the way to reform. We would suggest:

- 1. That the constitution should either be followed or changed.
- 2. That students and leaders should show greater enthusiasm as they participate in their various activities.
- 3. That the present executive should act for the first semester only, and then resign to allow the formation of a new executive.

ELARRA

HENDERSON'S

SUNRISE BREAD

Bread — Cakes — Pastry

Wm. Henderson & Sons

Dial 8-8552

Waterloo

PHOTOGRAPHS

Sports - Club Activities - Children

Murray's Studio

234 Mary St.

Dial 2-3148

Brodey-Draimin

EDITORIAL PAGE

Senior Editorial

"The time has come." the walrus said,

"To talk of many things:

Of shoes—and ships—and sealingwax—

Of cabbages-and-kings."

First let's speak of the cabba . . . oops!—of the frosh class. (They're really a bunch of good heads.) It has become custom in years past for the editor to present the CORDial welcome to the newcomers, and this year is no exception. Especially, of course, this welcome is extended to those who have assumed duties on the CORD staff.

Now that the frosh are organized and accustomed to college life, we wonder what picture they have of themselves. Their self-description would probably be quite different from some of the opinions we have heard expressed from the soph or senior level. One of the older students (who remains anonymous for obvious reasons) remarked very aptly: "Co-operative? Sure they're cooperative—to the point of being foolish." Which other freshmen were ever found to be so co-operative that when they had received the dormitory "Order of the Bath," they returned to help put their singing class-mates through the ritual?

From the CORD viewpoint, however, it is difficult to believe these opinions, for when the annual reporter contest was held, there were only a few entries. The consoling thought is that all the writers prefer to submit articles or poems without having an assignment for each issue. We'll expect a flood of material for the next issue.

Now to speak of the "kings", or rather king, for by the time you read this editorial, one of the candidates will have been named President of the S.L.E. by a vote of the student body. And it is the last part of this statement that we wish to emphasize. Previously, it has been the custom for the S.L.E. to elect one of its own members to the Presidency, but now universal suffrage has been inaugurated—a definite improvement.

Until five years ago, the S.L.E. had become non-existent. At that time it was revived and has worked hard ever since to make its presence felt among the student body. The newly-inaugurated method of holding elections has surely been a step toward that end. As years pass and the campaigns grow ever larger, the school will also benefit by the increased publicity. We like the new system most of all because of the spirit of friendly rivalry with which the campaigns are conducted. If school spirit is presently at low ebb, as several articles in this issue state, then these elections can give a stimulus as each student rallies behind the man of his choice. But let's remember that it is the duty of those who supported the losing candidate to use just as much enthusiasm in backing the new president. G. E. K.

> For Smartly Styled Campus Clothes

SEE

Dowlers Ltd.

Junior Editorial

Did you ever hear of the "mustache epidemic" of 1929? Well, it is said that this plague was brought by the first co-eds who entered Waterloo College in that year spreading their devastating charms in their wake. However, this peculiar manifestation of distraction among the male students was only a beginning.

In September 1929 the doors were opened to six skirted scholars. They moved in, took over the most luxurious room in the building as head-quarters, and established a new order. The males retreated to their rooms. The boarding club met behind closed doors to reckon with the situation. Editor of the Cord, one Lloyd Schaus, made no comment in his editorial. He carried on as if nothing had happened, bravely clinging to the past. Dr. Potter, who was Dean at the time, said h's "aufwiederseshen" and fled to Europe.

In November of the same year, another stronghold fell before the coeds. The invaders stormed the dinning hall, abolished all the grand old tradition and imposed a rigid etiquitte in its place. Then the gymnasium fell, a most unkind blow to the college manhood. In February 1934, space in the College Cord was allotted for "The Women's Page". At that time there were only forty co-eds, but they knew how to get what they wanted. In an article entitled "Taking Stock" they subtely suggested that they few needed a new bookshelf, couches, a new piano, and a new I quote from that common room. article to illustrate their method of

approach. "With forty girls and their belongings in a space large enough for four, order is almost impossible" ... "Books disappear, there is never any soap ... etc."

"And if the poor co-ed feels a bit depressed at times when this blackest side of things presents itself . . . who can blame her?" Apparently this sort of malarky softened the hearts of those who held the purse strings, and it follows that today the crafty creatures enjoy the ritziest apartments in the building, while the boys still share a dingy hole in the wall just above the furnace cellar.

Before many years had passed the co-eds had completely annulled the soveriegnty enjoyed by the men for so many years. Today their influence has filtered into every department in the college. Some fear that before long the men will be crowded of the campus lock, stock, and barrel.

Only a few weeks ago before our very eyes, the tuck shop fell into feminine hands. We must draw the line somewhere, for they come in ever-increasing numbers. We must make a stand. We must regain our rightful place in the sun. Let us stop at nothing, but as for the registrar—leave her to heaven. W. H. E.

KOSKY FURS The House of Quality 8-8562 176 King St. E.

What's the best way to take out Insurance?

Unless you yourself have gained a thorough training in this highly specialized field, then the best way to take out insurance is to consult someone with experience—your Mutual Life of Canada representative.

Take him into your confidence. To begin building for you a life insurance progam that will assure you maximum security and happiness, he must know your circumstances and understand your problems. Your present and prospective responsibilities and desires as well as your income must be considered before he can advise on the policy or policy-combinations best fitted to them. He will also wish to be kept informed of any changing circumstances which might alter your insurance needs.

Your Mutual Life agent's help and advice are available at all times, without obligation. Consult him now. Ask him why Mutual Life Insurance is **low-cost** insurance.



Kitchener Branch Office — 119 King St. West Phone 4-4713